R.J. Reynolds Tobacco Company

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- HIGHLY CONFIDENTIAL -

October 18, 1995

TO: All 1996 Partners Program Meeting Attendees

SUBJECT: Advance Overview

Dear RJR Team Members:

Attached you will find a highly confidential summary of what we will be covering during the two day sessions in our upcoming November meetings.

There are two sections for your advance review; wholesale & retail. The wholesale section and it's respective cover page are relatively self-explanatory. The retail section consists of the following:

- Topline on PM's 1996 contract changes and actual grids
- Broad summary of what RJR, PM and BAT want at retail from a merchandising standpoint
- RJR (more specific objectives/strategies) with summary of retail programs and grids

The intent of sending this information in advance is to enable more discussion time during our two days together and to encourage each of you to outline questions in advance.

We strongly suggest, for field attendees, that you set up appointments now with your chains and direct buying customers for the weeks of November 20th and 27th (if you have not already done so).

We look forward to a great meeting!

Sincerely,

Bryan

B. K. Stockdale

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Attachment

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